

Board of Directors Meeting

November 22, 2011

@ County Inn & Suites

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



**Board of Directors Meeting
Tuesday, November 22, 2011
8 – 9:30 a.m.
@ Country Inn & Suites**

Agenda

- **Call to order, establish a quorum, and review agenda**

- **ITEMS TO CONSIDER**

- Consider minutes of the October 25, 2011 Board of Directors meeting
- Consider October 2011 Financial Statements
- Election of 2012 Officers
- Appoint 2012 Committee Chairmen
- Consider an exception to By-Laws regarding review and audit
- Discuss 2012 Budget

ABBREVIATED REPORTS

- ◆ Business Expansion Division – *Sue Cox, Vice Chairman*
- ◆ Economic Development Division – *Jay Prince, Vice Chairman & Chairman-Elect-Elect (2013)*
- ◆ Public Affairs Division – *Jeff Hanson, Vice Chairman*
- ◆ Member Service Division – *Greg Reid, Vice Chairman*
- ◆ Organizational Excellence Division – *Tim Jones, Vice Chairman & Chairman-Elect (2012)*
- ◆ Workforce Development & Education Division – *Greg Justice, Vice Chairman*
- ◆ Community Development Division – *Paul Nichols, Chairman*

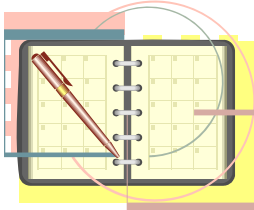
Chairman’s Report – *Tom Gooding*

President’s Report – *Myrna Ballard*

Meeting adjourn

To access your PowerPoint on the website click the following link
<http://www.ValdostaChamber.com/about/Boardmeeting.html> or visit
www.ValdostaChamber.com click on the tab “Members Area”. Click “Board of Directors Meeting” and select the current meeting. To find a specific item click bookmark and scroll down to that item.

Chamber 2011 Calendar of Events



Board Meeting Day:

Tuesday, Dec. 13

12 - 1:30 pm

@ Colquitt EMC

Business After Hours

5 -7:30 pm

December 8 @ Guardian Bank (701 Wildwood Plantation Dr.)

➤ **Consider Minutes of October 25, 2011 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber Board of Directors meeting held Tuesday, October 25, 2011, 8 – 9:30 a.m. at Country Inn & Suites

Members Present: Myrna Ballard, Clinton Beeland, Tom Carroll, Sue Cox, Jeff Fulp, Jeff Hanson, Carl Holley, Tim Jones, Terri Lupo, Paul Nichols, Jay Prince, Ken Ricket, Megan Smith and Baha Zeidan

Also Present: Carla Penny, Betty Morgan, Erika Bennett and Karil Brockington

Members Absent: Sally Bloom, Tom Gooding, Mike Hill, Greg Justice, Greg Reid, Phyllis Royal and Bill Simmons

Chairman-Elect Tim Jones called meeting to order and establish a quorum.

Consider minutes of the September 27, 2011 Board meeting & October 11, 2011

Special Called Board meeting – Sue Cox made a motion to accept the minutes as presented. Tom Carroll seconded the motion and it passed unanimously. (see pgs. 4-7 of Board packet)

Consider September 2011 Financial statements – Carl Holley reviewed the Chamber financial statements. Jay Prince made a motion to accept the financial statements as presented. Megan Smith seconded the motion and it passed unanimously. (see pgs. 9-17 of Board packet)

Report from Election Judges – Tim Jones reported that ballots were counted on Oct. 14, 2011 by the following judges with the results of 128 votes for the slate as presented and 2 opposed: Gretchen Fricks (Elliot, Blackburn & Gooding P.C.), Sandra Jones (Georgia Power Company), Mike Foster (Crescent Inn at the Mall), Violet Sherry (Sparkles Weddings & Special Events). (see pg. 18 of Board packet)

FULL REPORT

•**ORGANIZATIONAL EXCELLENCE DIVISION** – Tim Jones, Vice Chairman & Chairman Elect (2012), Betty Morgan, Carla Penny, Megan Smith and Erika Bennett reported. (see pgs. 20-28 of Board packet)

Chairman Report – Tim Jones reported.

President's Report – Myrna Ballard reported.

There being no further business, the meeting was adjourned at 9:20 a.m.

To access your PowerPoint on the Web Site (www.ValdostaChamber.com) click on the tab "Members Area". Click "Board of Directors Meeting" and select the current meeting. To find a specific item click bookmark and scroll down to that item.

Respectfully submitted,



Karil Brockington
Senior Director of Administration

Financial Statements

October 31, 2011

See original Board Packet for printed report



Carl Holley
(Treasurer)

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

Leading Businesses.
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November 22, 2011

TO: Chamber Board of Directors

FROM: Nominating Committee*

RE: **PROPOSED SLATE OF OFFICERS FOR 2012**

Chairman of the Board	Tim Jones
Chairman-Elect 2013 /Org. Excellence Division VC	Jay Prince
Chairman-Elect 2014/Treasurer	Carl Holley
Economic Development Division VC	Tom Carroll
Member Services Division VC	Baha Zeidan
Public Affairs Division VC	Megan Smith
Business Expansion Division VC	Greg Reid
Workforce Dev. & Education VC	Clinton Beeland
Community Development VC	Sue Cox
Immediate Past Chairman	Tom Gooding
Chairman's Choice	TBA
President	Myrna Ballard

*Tim Jones, Chairman
Tom Gooding
Jay Prince
Phyllis Royal



Valdosta-Lowndes County Chamber of Commerce Proposed 2012 Committee/Program/Network/Task Force Chairmen

Finance Committee
IMPACT 2012 Oversight Committee
Barber Trust Advisory Board

Carl Holley, Treasurer
Walter Hobgood, Chairman
Carla Penny, Chmn. (2nd year)

Organizational Excellence Division

Strategic Plan Task Force
Reaccreditation Review Task Force

Jay Prince, Vice Chairman

Brian Gerber, Chmn.

Business Expansion Division

SORT (Special Ombudsman Response Team)
MetroOne
Incubator Readiness Assessment Task Force
Opportunity Central Book Club
IT Professionals Network

Greg Reid, Vice Chairman

Bill Slaughter, Chmn.
Monica Boyd & Sirocus Barnes, Co-Chmn.
Tim Jones, Chmn.
Ken Rickett, Chmn.
Lynn Bowen, Chmn. (2nd year)

Member Services Division

Ambassadors Committee

Baha Zeidan, Vice Chairman

Michael Anderson, Chmn.

Economic Development Division

SEEDS Business Resource Center
Valdosta Networking Professionals
Professionals Building Relationships

Tom Carroll, Vice Chairman

Jerry Kozuch, Chmn. (2nd year)
Bob Shrum, Chmn. (2nd year)

Public Affairs Division

Government Affairs Council
Military Affairs Committee

Megan Smith, Vice Chairman

Ron Borders, Chmn.
Ron Wilson, Chmn. (2nd year)

Workforce Development & Education Division

W.E.S.T.
Manufacturers Council
World Class Employee Recognition Committee

Clinton Beeland, Vice Chairman

Iris Brown, Chmn.
Lee Crowder, Chmn.
Sherry Zipperer, Chmn. (4th year)

Community Development Division

Sue Cox, Vice Chairman

- **Consider exception to By-Laws regarding review and audit**

ARTICLE VII

Finances

Section 5: Annual Review: The accounts of the chamber of commerce shall be reviewed annually as of the close of business on December 31 by a certified public accountant. The review shall at all times be available to members of the organization within the offices of the chamber. The Board may call for a certified audit at its discretion. The accounts of the Chamber or Commerce shall be reviewed on odd numbered years and audited on even numbered years annually as of the close of business on December 31 by a certified public accountant. The review and audit shall at all times be available to members of the organization within the offices of the Chamber. The Board may call for a certified audit at its discretion.

Business Expansion Division Reports



**Sue Cox
(Vice Chairman)**

Business Expansion Division Report

October 2011

Vice Chair: Sue Cox (Covington's Dining & Catering)

Transforming our local economy...

Expansion of Targeted Businesses: Opportunity Central Supporting the Growth of Jobs for College and University Graduates



For the Love of Cities author, Peter Kageyama, visited Valdosta as part of the Opportunity Central Speaker Series and the City of Valdosta's Community Planning Month.

Kageyama also met with the Opportunity Central Book Club to discuss how we could show love to our community.



MetroOne Young Professionals Network

MetroOne hosted its second Lunch-n-Learn for the year at Valdosta Country Club with Country Club COO/General Manager Kimberly Curtis. There were 19 young professionals who attended.



**Economic Development
Division Reports**



**Jay Prince
(Vice Chairman)**



Monthly Activity Report
Period: OCTOBER 2011

	<u>2011</u>	<u>2010</u>	<u>Cum</u>
<u>RELOCATIONS:</u>			
September	0	0	
YTD	11	5	351
Lowndes: 314	Brooks: 24	Lanier: 13	
Website: 233	Chambers: 44	Ads: 10	Other: 72

LEADS: 3,826

ECONOMIC IMPACT:

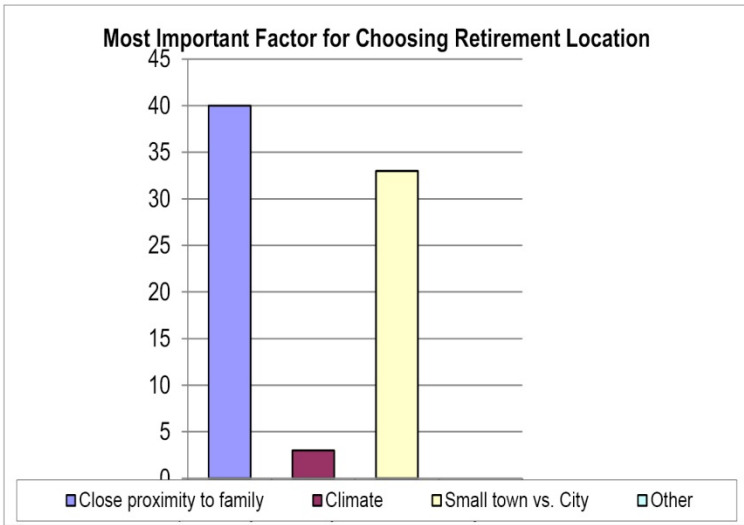
Annual Income: \$14.7 Million

Annual Spending: \$12.6 Million

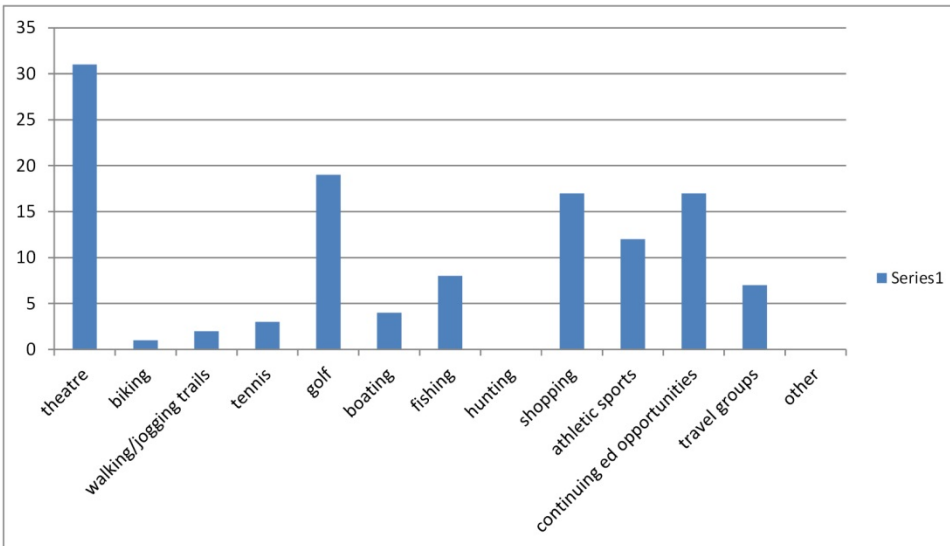
Liquid Assets: \$1.5 Billion

Indirect Jobs Created: 700

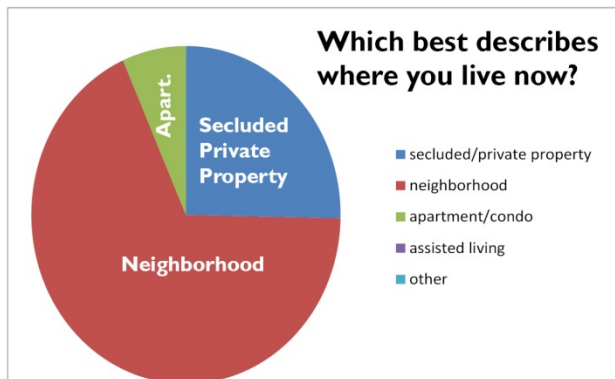
Retiree Survey Results (75 Responses)



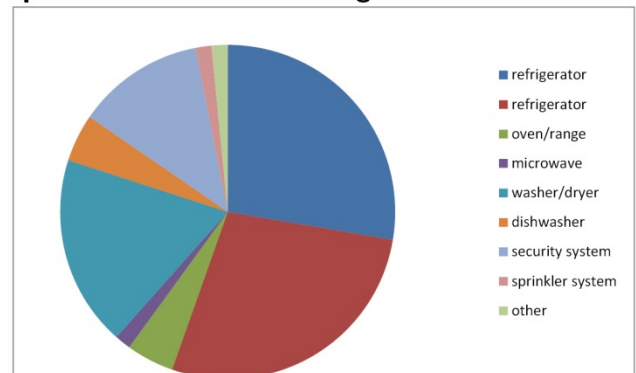
Most important factors for choosing your Retirement Location.

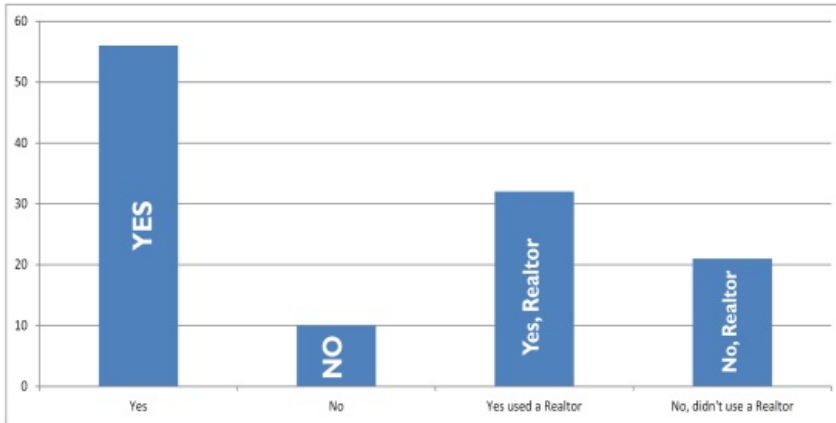


Most important leisure activities you looked for in a community for choosing your Retirement Location?

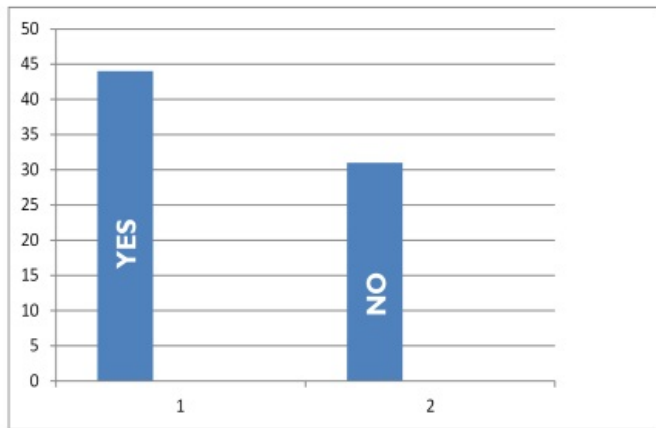


What are some main appliances you have purchased since relocating?

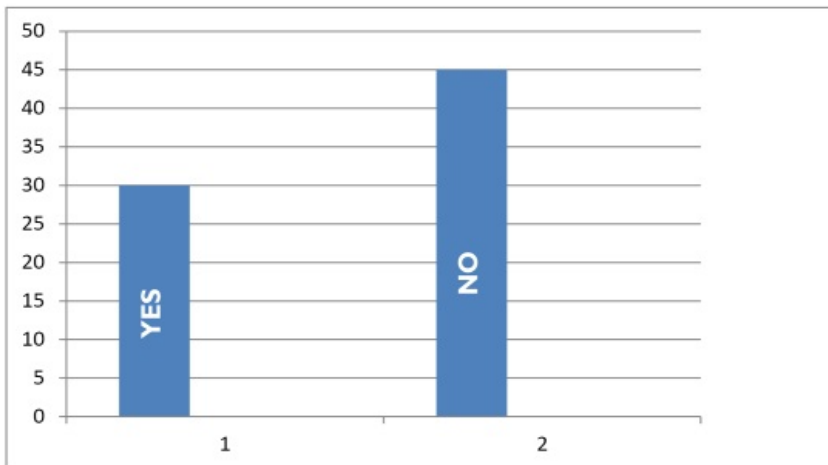




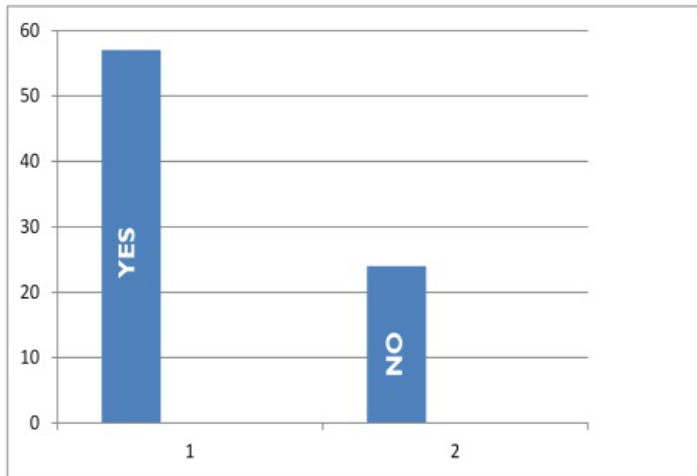
Did you purchase a home when you relocated or used a real estate agent in the process?



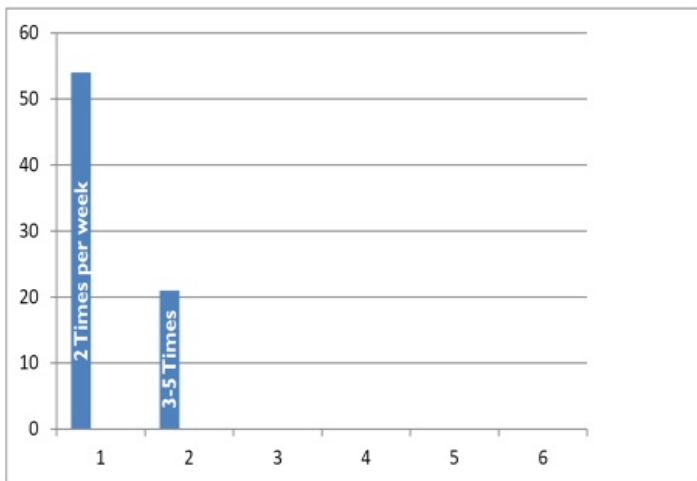
Have you purchased a new vehicle since relocating within the last 5 years?



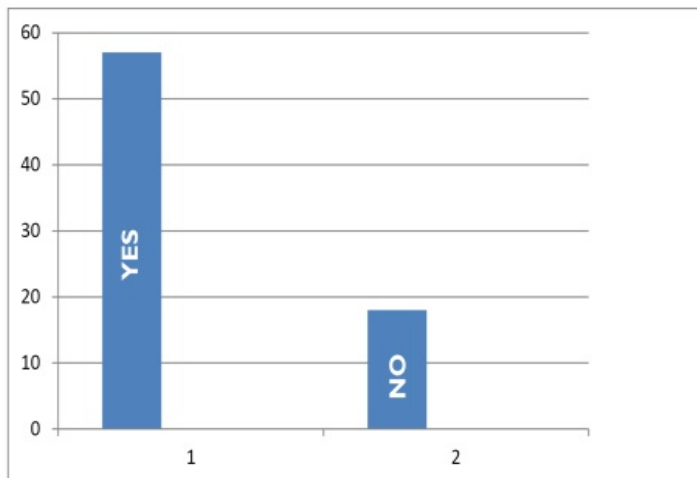
Have you joined a health club or fitness center within the last year?



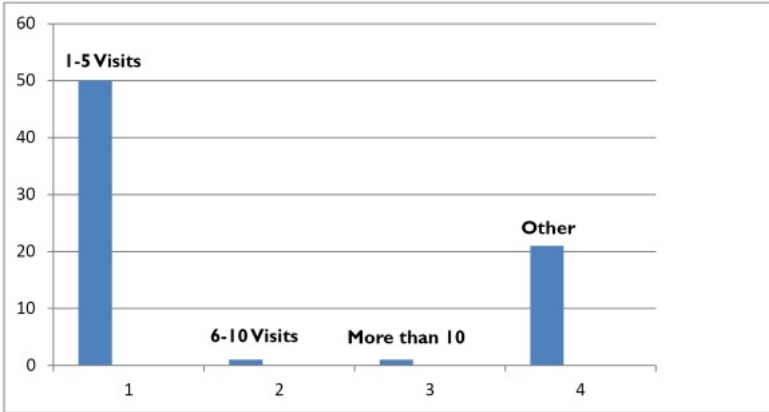
Have you used our local hospital or eye doctor within the last year?



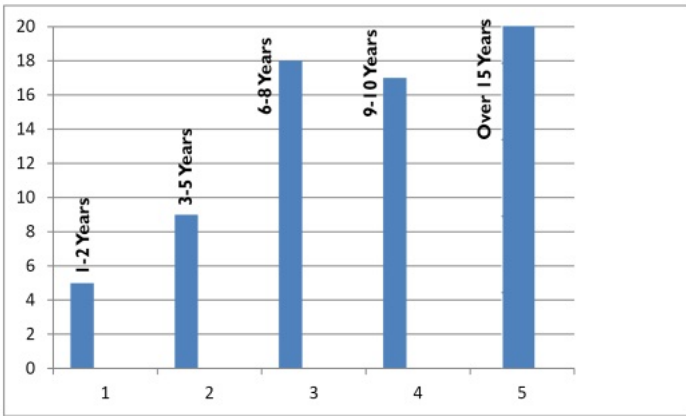
On a weekly basis, how often do you eat out in our local restaurants?



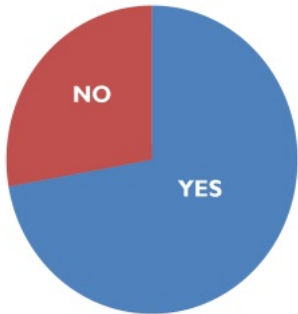
Do you use one of our local banks?



How many times did you visit the Valdosta/Quitman/Lakeland area before relocating?



How long have you lived in Valdosta/Quitman/Lakeland area?



Would you be interested in traveling with a group of retirees...within the states or international travel?



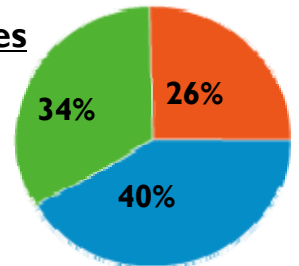
October 2011 REPORT

<u>Client Report</u>	<u>#</u>	<u>YTD</u>	<u>Resources Distributed</u>	<u>#</u>	<u>YTD</u>
Clients Assisted:	38	477	Sales Leads:	13	165
Start-ups:	17	176	How to Start Guides:	6	94
Existing/Expanding:	2	110	Demographics:	9	90
Chamber Members:	10	118	Industry Reports:	9	71
Other:	9	70	Traffic Counts:	3	30
			Financing Info.:	5	24

<u>Website</u>	<u>#</u>	<u>YTD</u>
Visits:	159	1788
Unique Visitors:	132	1305
New Visits:	76%	72%

Website Traffic Sources

Direct Traffic	26%
Referring Sites	40%
Search Engines	34%



Guardian Bank

BUSINESS PLAN COMPETITION

The 2011 Winner to be announced at December 8th BAH

**Public Affairs Division
Reports**



**Jeff Hanson
(Vice Chairman)**

SAVE THE DATE!



State Legislative Luncheon

Wed. Dec. 7, 2011
Noon- 1:30 p.m.
James H. Rainwater Conference Center

Rep. Amy Carter

Rep. Ellis Black

Rep. Jason Shaw

Sen. Tim Golden

Celebrating 100 Years! 1912-2012
VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE
Leading Businesses. Leading Communities.™



The Chamber's annual State Legislative Lunch, co-sponsored by the Rotary Clubs of Valdosta, will be held on Wed. Dec. 7 from noon-1:30 p.m. at the James H. Rainwater Conference Center.

The GAC will present 2012 Policy Positions to our state delegation. Sen. Tim Golden and Reps. Ellis Black, Amy Carter and Jason Shaw will then respond to the issues presented.

Tickets are \$15 for Chamber members and \$25 for all others. Seating is limited, so register today at ValdostaChamber.com!



Jan. 5
3:30 p.m.
Location TBA

The 2012 Government Affairs Council is hosting a "Members to be Heard" meeting, where all members, local governments, local authorities, organizations and entities are encouraged to share their legislative issues and concerns with the GAC Executive Committee. This meeting is your opportunity to voice any local, state and/or federal issues your business needs the Chamber to address and/or assume position. This allows the GAC to take appropriate steps to make informed decisions on whether to support, oppose, endorse and/or investigate issues regarding business in our community. Issues will be presented in an "open mic" format; however, issues must be submitted before the event. Visit www.ValdostaChamber.com for more details.

Military Affairs Committee



Ron Wilson, Chairman

Military Affairs

Ron Wilson, Chairman

Mission Statement:

To continue a long-standing tradition in our community of cultivating and enhancing a positive relationship between the business community and local military personnel.

2010 Red Carpet Sponsor Attendances			
Date	Paid Sponsors	Sponsors Attended	Estimated number attended
February 21, 2010	29	21	125-130
April 10, 2010	44	39	190
August 14, 2010	26	14	120-125
October 9, 2010	27	11	80-90

2011 Red Carpet Sponsor Attendance			
Date	Paid Sponsors	Sponsored Attended	Estimated Number attended
February 26, 2011	25	14	125
May 14, 2011	23	10	113
October 22, 2011	31	24	146

For Sponsorship or more information contact Karil Brockington at 247-8100 or email: kbrockington@valdostachamber.com

Thank you to Our 2011 Red Carpet Sponsors:

Three Star Sponsors

* * *

ADT Security Services, Inc.
Eye Associates of South GA, LLC
First State Bank & Trust Company
Georgia Printco, LLC
Greenleaf Center
iBERIA Bank Mortgage
J. Randall Hicks, P.C. Attorney at
Law
Johnson Distributing Company
Kentucky Fried Chicken
Pearl Executive Shuttle, Inc.
SMITH Northview Hospital
Southeastern Federal Credit Union

Steel's Jewelry
That Others May Live Foundation
The Herndon Company
The Links Apartments
The LPA Group Incorporated
Valdosta-Lowndes Co. Airport
Authority
Valdosta-Lowndes Co. Industrial
Authority
Vallorbe, Inc.
WAL-MART Supercenter
Wilson Eye Center
Wiregrass Georgia Technical
College

One Star Sponsors

*

Astro Exterminating
Ace Electric, Inc
American Legion Post 13
Col. Clarence Parker
Edward Jones Office of Greg Reid
Farmer Home Furniture Co.
Holiday Inn Hotel and Conference
Center
Langdale Ford Company

Miller Hardware Company
Morgan Stanley Smith Barney –
Joe Paoletti
New York Life – Lee McArthur
Quinn Construction Group, Inc.
Southwest Georgia Bank
Steve Barnes
Timothy Oliver
Valdosta Flying Service

Member Services Division Reports



**Greg Reid
(Vice Chairman)**

Fall Membership Drive

The Chamber is celebrating **100** years in 2012!



Join NOW...Get the rest of the year FREE!



It's no secret... “the Valdosta-Lowndes County Chamber is celebrating **100** years in 2012!”

Help us recruit 100 new members to kick-off our centennial year!

Do you know someone who should be a member?

There is no better time to join than now, during our annual Fall Membership Drive. New members will receive the remainder of this year free, with paid annual membership. We also have special recognition planned for the next 100 who join.



Who can be a member?

- An individual wanting to be part of something BIG
- A church or non-profit organization
- A business



Monthly Dues Collection Report

				2010 & 2011
	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Variance</u>
Dec.	36,261.41	34,326.54		
Nov.	27,823.82	27,720.66		
Oct.	27,591.92	26,872.32	26,478.51	-393.81
Sep.	25,916.58	36,308.15	23,589.84	-12,718.31
Aug.	28,135.34	18,321.41	26,267.44	7,946.03
July	41,713.49	22,414.66	\$27,411.08	4,996.42
June	24,681.68	33,173.92	30,034.58	-3,139.34
May	26,871.88	24,240.25	36,378.59	12,138.34
Apr.	31,001.57	31,003.80	26,496.74	-4,507.06
Mar.	29,445.03	35,878.36	35,382.13	-496.23
Feb.	34,192.00	23,327.84	48,430.91	25,103.07
Jan.	36,062.83	34,715.33	34,066.08	-649.25

Year To Date Dues Collection Report

				2010 & 2011
	<u>2009</u>	<u>2010</u>		<u>Variance</u>
Dec.	369,697.19	348,303.24		
Nov.	333,435.78	313,976.70		
Oct.	305,611.96	286,256.04	314,535.90	28,279.86
Sep.	278,020.04	259,383.72	288,057.39	28,673.67
Aug.	252,103.82	223,075.57	264,567.55	41,491.98
July	223,968.48	204,754.16	238,200.11	33,445.95
June	182,254.99	182,339.50	210,789.03	28,449.53
May	157,573.31	149,165.58	180,754.45	31,588.87
Apr.	130,701.43	124,925.33	144,375.86	19,450.53
Mar.	99,699.86	93,921.53	117,879.12	23,957.59
Feb.	70,254.83	58,043.17	82,496.99	24,453.82
Jan.	36,062.83	34,715.33	34,066.08	-649.25

2011 goal for dues collection: \$370,000

85% collected

New Members

	2007	2008	2009	2010	2011
Jan	16	22	9	12	15
Feb	14	16	16	10	14
Mar	20	13	13	24	20
April	16	22	33	16	18
May	26	23	16	11	21
June	29	25	16	18	23
July	13	15	21	12	24
Aug	17	22	24	14	14
Sept	41	19	38	10	12
Oct	48	16	26	30	13
Total	240	193	212	157	174
Nov	14	12	17	15	
Dec	9	11	18	18	
Total	263	216	247	190	174

2011 Goal for New Members: 156

Total Membership: 1,519

2011 Goal for Total Membership: 1,511

New Members October 2011

Accelerated Builders

Eric Somers
233 Northside Drive
Valdosta, GA 31602
229-242-7440
Building Contractors

Catko Distributors, Inc.

Jamie Catikos
2301 West Savannah Avenue
Valdosta, GA 31601
229-249-8229
Distribution Services

Dairy Queen

Nisar Muhammad
1836 West Hill Avenue
Valdosta, GA 31601
229-242-5446
Restaurants

Duck Barnes Laundry & Dry

Cleaners, Inc.
Scott Smith
905 Baytree Road
Valdosta, GA 31602
229-242-1812
Laundries

Go Waiter of Valdosta

Patrick Kennedy
1308 Baytree Road
Valdosta, GA 31602
229-834-0303
Advertising

Investors Management Company

Becky Watson
3548 N. Crossing Circle
Valdosta, GA 31602
229-247-9956
Real Estate Management

John Gayle

403 Clyde Avenue
Valdosta, GA 31602
229-242-1911
Associate Members

Maurices.com

Mandy Harmon
1700 Norman Drive
Valdosta, GA 31601
229-247-3511
Clothing-Women's

McDonald Nurseries & Landscaping

Buddy McDonald
4301 Bemiss Road
Valdosta, GA 31605
229-242-1826
Nurseries-Plants & Trees

Proficient Pool & Lawn Service

Brent Moore
4001 Danube Circle
Valdosta, GA 31605
229-560-1510
Swimming Pool Contractors

Repeat Boutique Thrift Store

Robin DeRocco
285 Norman Drive
Valdosta, GA 31602
229-333-0063
Organizations

Valdosta CEO

Randy Davidson
P O Box 12350
Lexington, KY 40582
229-347-5425
Advertising-Internet

October 2011 Ribbon Cuttings/Groundbreakings

A Cut of Cuts Barber Shop

4030 Bemiss Road #B
Valdosta, Georgia 31605
229-244-4118
Cleotis Graham
Barber Shop

Azalea City Floral

1512 East Park Avenue
Valdosta, Georgia 31602
229-244-6363
Laurie DeLoach
Florist

Dairy Queen

1836 West Hill Avenue
Valdosta, Georgia 31601
229-242-5446
Muhammed Nisar
Restaurant

Go Waiter of Valdosta

1308 Baytree Road
Valdosta, Georgia 31602
229-834-0303
Patrick Kennedy
Restaurant Delivery

Literacy Volunteer Program of South Georgia

221 South Ashley Street
Valdosta, Georgia 31601
229-333-7515
Charlie Oliver
Non-Profit Organization

On Deck Sports

4510 B Val North Road
Valdosta, Georgia 31602
229-563-3138
Jake Summers
Sports Training Program

Organo Gold

1907 Jerry Jones Drive
Valdosta, Georgia 31602
404-323-6354
Nicholas Barnes
Coffee and Tea

Peaceway Counseling & Mediation

2405 Bemiss Road
Valdosta, Georgia 31602
229-333-2351
Terrell Andrews
Counselors

Proficient Pool and Lawn Service

4001 Danube Circle
Valdosta, Georgia 31605
560-1510
Brent Moore
Pool and Lawn Care

October 2011 Member Crashers

Lowndes/Valdosta Commission for Youth & Children

Seth Brown
930 Lake Park Road
Valdosta, GA 31601

Pinevale Learning Center

Ronnie Dunn
930 Lake Park Road
Valdosta, GA 31601

Christ The King Episcopal Church/Hildegard's

Stan White
101 East Central Avenue
Valdosta, GA 31601

J. L. Newbern Middle School

Janice Richardson
2015 East Park Avenue
Valdosta, GA 31601

General Rental

Allan Strickland
2717 Bemiss Road
Valdosta, GA 31602

GJ Enterprises

Greg Joseph
4008 North Oak Street Extension
Valdosta, Georgia 31605

Spray Glo

Ernie Moman
395 Connell Road
Valdosta, GA 31602

Big Cocke Charters

James Cocke
1303 Old Clyattville Road
Valdosta, GA 31601

Dues Account Status Report October 2011

Billing Period	Accounts Receivable	Collections	Collection Rate
Current	29,602.62	3,624.99	12%
Previously Collected for current month		7,903.35	27%
Total Current	29,602.62	11,528.34	39%
1-30 Days	14,862.97	2,707.20	18%
31-60 Days	6,860.97	528.75	8%
61-90 Days	6,193.47	331.25	5%
91-120 Days	6,266.14	108.75	2%
120+ Days	51,140.53	3,574.16	7%
Subtotal	114,926.70	18,778.75	16%
New Members	2,726.25	2,726.25	
Total	117,652.95	21,505.00	18%
Previously collected for current month:			
July	.00		
August	6,532.52		
September	1,370.83		
TOTAL	7,903.35		



Write-Offs October 2011

NAME	JOIN DATE	REASON DROPPED
AFLAC-Cathy Hanson	10/22/2010	Out of Business
Arthur Herndon Company-David Neck	05/02/2008	Out of Business
B & J Electric Company	09/05/2003	Out of Business
Barthelemy's Optical, LLP	03/18/2011	Out of Business
bebe Nails	11/19/2009	Requested Cancel
Dillard's Distribution Center	01/01/2001	Requested Cancel
First Data-Sueella Smith	03/01/2007	Out of Business
Griffin Electric Supply Co.	10/01/1986	Requested Cancel
Hooters of Valdosta	11/07/2001	Out of Business
Keep Valdosta-Lowndes Beautiful	11/25/1997	Requested Cancel
Liberty National Life Insurance-David Davis	08/09/2007	Out of Business
Liberty National Life Insurance-Sandra Davis	08/14/2008	Out of Business
Natalie Vondersmith	11/01/2002	School Consolidation Issue
Quality Electric Company	04/01/1974	School Consolidation Issue
Remax Realty of Valdosta-Janet Lineberger	09/13/2005	Out of Business
Superior Shine Mobile Detail	11/19/2010	Business Sold
Talbots	09/06/2008	Out of Business
Valdosta Coca Cola	02/01/1957	Out of Business
Valdosta Optics Laboratory, Inc.	09/04/2007	Out of Business
Valdosta State University-Spectator	01/01/2001	Budget Restrictions
WTWC	12/16/2009	Requested Cancel
The Medicine Shoppe	03/01/1970	School Consolidation Issue

Write-Offs October 2011 Summary

Summary	Month #	Month \$	YTD #	YTD \$
Budget Restrictions	4	872.50	27	5,816.25
Business Sold	1	.00	10	7,860.00
Consolidated Business			1	63.75
No Benefit Seen			2	70.00
Member Deceased				
Member Moved			5	615.00
Member Retiring				
Non-Payment of Dues			17	4,475.40
Out of Business	12	1,565.00	72	11,370.48
Other				
Requested Cancellation-No Reason	2	362.50	23	4,688.75
School Unification Issue	3	395.00	4	500.00
Unhappy/Angry				
TOTAL	22	3,195.00	161	35,429.63

Write-Offs 2010	15	7,092.20	231	49,017.57
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Difference 2011 vs. 2010	7	-3,897.20	-70	-13,587.94
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Membership Statistics

Net Membership Gain in October	-9
Net Membership Gain in 2011	13
2011 Goal	5
YTD Retention Rate	89%
2011 Goal	90%

Chamber Monthly Activity & Referrals Reports

October 2011

Monthly Activity Tracking Report

Newcomer's Packets:	14	(21)
Better Business Bureau:	15	(8)
Phone Books:	53	(53)
Maps:	100	(52)
Directions:	12	(12)
Civic Club list:	5	(3)
Manufacturers List:	1	(1)
Website referrals by phone:	6	(17)
Email information request:	5	(2)
Events request:	17	(16)
Membership Application:	<u>0</u>	(4)
Total:	228	(189)

Total YTD: 2,509 (2,622)

*2010 figures in parentheses



Google

Bing

Yahoo

Monthly Referrals Manually

Contact Type Counts:

Email Request	219
General Contact	67
List Request	80
Telephone Referrals	197
Walk-In Referrals	<u>55</u>
Staff	618

By Categories:

Total Categories: 74

Top 3:

Restaurants:	83
Hotel:	94
Real Estate:	111

Total Member Referrals: 618

Total YTD: 6,853

Search Engine Position: as of November 18

	Valdosta	Valdosta Chamber	Valdosta-Lowndes
Google	2 nd (3 rd) page In 11 th (1 st) place	1 st (1 st) page In 1 st (1 st) place	1 st (1 st) page In 1 st (1 st) place
Bing	5 th (3 rd) page In 5 th (6 th) place	1 st (1 st) page In 1 st (1 st) place	1 st (1 st) page In 1 st (3 rd) place
Yahoo	4 th (1 st) page In 9 th (6 th) place	1 st (1 st) page In 1 st (1 st) place	1 st (1 st) page In 1 st (1 st) place

(last month in parentheses)

Website Activity Report:

October Website hits: 2,756

YTD Website hits: 25,633

October Page views: 7,144

YTD Page views: 69,294

Valdosta Chamber Online Statistics 2011

Month	TCS Web sites	Community Calendar	Event Registration	Member Coupons	New Members	Press Releases	Job Board	Info Requests	Store Purchases	Online Payments	
	262										
January	11	34	8	1	2	0	1	0	0	12	873.33
February	14	5	0	3	1	0	1	1	0	16	452.50
March	10	19	0	5	2	0	0	0	0	14	235.00
April	10	9	0	2	1	2	1	0	0	4	477.50
May	10	1	0	4	4	0	0	0	0	4	132.08
June	20	2	0	17	5	0	0	0	0	15	753.75
July	9	3	0	4	3	0	0	0	0	5	332.50
August	7	12	0	5	2	0	0	2	1	10	318.75
September	7	7	5	7	1	0	0	0	0	7	395.00
October	7	7	9	0	0	0	0	0	0	5	65.00
November											
December											
Totals	367	99	22	48	21	2	3	3	1	92	4,035.41

*TCS Web sites-Tracking started in September 2010. Prior to September 1, we had 195.

*Member Coupons-Tracking started October 2010. Prior to October 1, we had 10.

Other Information:
Direct Debit Accounts to Date: 43
Amnesty Program Participants: 15



**Chamber 101:
How to get the most out of your
Chamber membership**

2011 Attendance Sheet

Month	1st Invitation	2nd Invitation	Attended
Jan. 5	12	47	9
Feb. 2	11	38	9
Mar. 2	12	35	4
Apr. 6	21	29	5
May 4	13	36	2
June 1	23	34	10
Sept. 7	44	18	12
Nov. 2	28	38	14
TOTAL	164	275	65

November 2, 2011 invitation list for CHAMBER 101

consists of members that joined from
June 20, 2011 – Aug. 25, 2011 (2nd time invites) &
Aug. 26, 2011 – Oct. 20, 2011 (1st time invites)
Goal for 2011 is to have 75% of new members to attend.

The **CHAMBER 101** is designed for the new members to meet the Chamber staff as well as the Board of Directors and to give new members the opportunity to learn more about what the Chamber has to offer their business.

Board Member are asked to attend at least two (2) **CHAMBER 101** events:

The following have attended

November 2011:

Tom Gooding (6)	Greg Reid (7)	Paul Nichols (1)	Myrna Ballard (8)
Tom Carroll (2)	Phyllis Royal (1)	Bill Simmons (2)	Tim Jones (2)
Terri Lupo (2)	Baha Zeidan (1)	Jay Prince (2)	Clinton Beeland (1)
Sue Cox (2)	Carl Holley (1)	Jeff Fulp (1)	Jeff Hanson (1)

Ambassadors Report

October 2011

OCTOBER STATISTICS

Ribbon Cuttings for October : 9
Groundbreakings for October : 0
Business After Hours for October : 0
Breakfast for October : 0
Accumulated Points for October : 1,860

2011 STATISTICS

2011 Ribbon Cuttings: 81 (Goal: 85)
2011 Groundbreakings: 5 (Goal: 5)
2011 Business After Hours: 4 (Goal: 11)
2011 Breakfast: 1 (Goal: 2)
Total Accumulated Points for 2011: 21,720

UPCOMING EVENTS

December 8, 2011

Business After Hours
Guardian Bank

Organizational Excellence Division



**Tim Jones
(Vice Chairman)**

**Workforce Development & Education
Division Reports**



**Greg Justice
(Vice Chairman)**

Workforce Development & Education Division Reports

October 2011

DRUGS DON'T WORK

Members: 266

YTD: \$31,389

Goal: 271

Goal: \$38,000

Supervisor Essentials Workshop (S.E.W.)

Attendees: 107

Goal: 100

Helping Your Child Succeed

Parents Reached: 205

Goal: 400

CHOICES

Students Reached: 729

Goal: 1,250

5-STAR EMPLOYER PROGRAM

Members: 12

Goal: 20

*...integrating education and workforce readiness for
economic development in Valdosta Lowndes County*



Business Retention and Expansion Process Summary Report for Valdosta-Lowndes County, 2011

Prepared by the Valdosta-Lowndes County Chamber of Commerce
November 2011

STANDARD INDUSTRIAL CODE CLASSIFICATION OF SURVEY PARTICIPANTS

Chemical Manufacturing	3
Food Manufacturing, Processing	2
Electronic Equipment, Appliance and Component Manufacturing	1
Printing and Related Support Services	1
Product/ Component Sales	1
Wood Product Manufacturing	1
TOTAL	9

IMPACT ON PRODUCT DEVELOPMENT

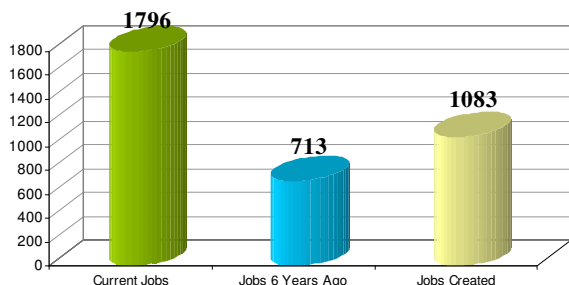
Survey participants were asked to indicate what factors have had the greatest impact on their current and future product development; such as machinery, labor, supplies, etc.:

11%	Machinery
11%	Cost of Raw Materials and Supplies
67%	Labor: Availability and Quality
33%	Technology
33%	Other

*Participants could indicate more than one factor.

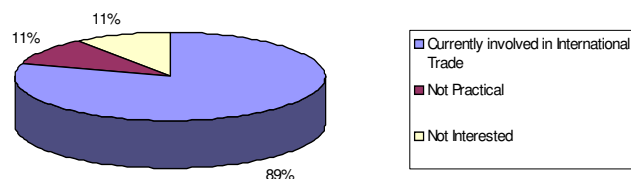
LABOR AND WORKFORCE DEVELOPMENT

The 9 businesses participating in this survey reported they currently employ **1796** persons, versus approximately **713** employees six years ago for a net gain of **1083** jobs. This amounts to an annual average of **180.5** jobs over the last six years for the sampled industries.



INTERNATIONAL TRADE

Seventy-eight percent of companies surveyed are actively involved in international trade or have been within the past three years. Of the remaining 22 percent that have not been involved in international trade, 11 percent of the companies stated they have no interest of international trade as their reason for having not done so previously. Eleven percent stated it was not practical to engage in international trade because of the following reasons: the majority of their business is in and around Valdosta-Lowndes County, the product is not applicable to the international market or the product does not sell out of the local facility.



EXPANSION

Survey participants were asked to indicate their plans for expansion, relocation and/or modernization of their facility. Expansion and modernization plans represent significant potential for investment in the local economy and job growth over the next few years.

22% of the participants surveyed are considering expansion
100% will take place at the current site
11% will take place in the same city at a different site
78% have no plans to expand in the next two years

EDUCATIONAL REQUIREMENTS

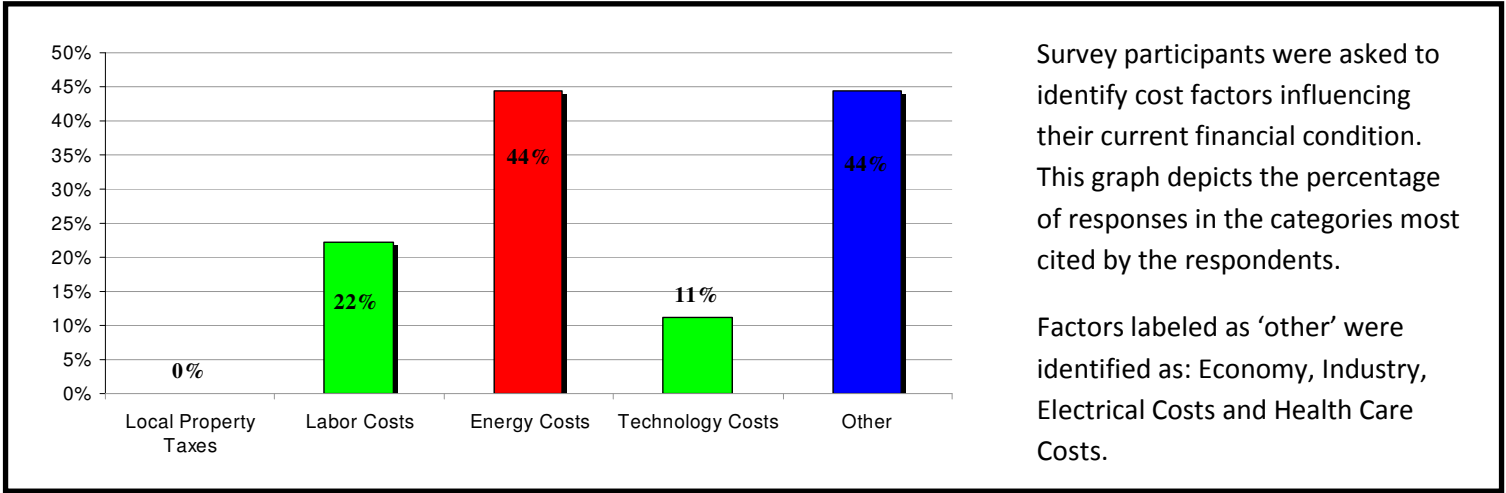
Firms were asked to identify the type of educational training/educational level that their firm currently needs, ranging from a high school diploma/GED requirement to a college degree.

67%	College Degree
33%	Technical College Degree
33%	Certified Specialist
89%	High School or GED Required
0%	No Formal Training or Education
33%	Other

*Participants could indicate more than one educational requirement

*Other educational requirements included Georgia Work Ready Certificate and other specific training endorsements

COST FACTORS IMPACTING CURRENT FINANCIAL CONDITION

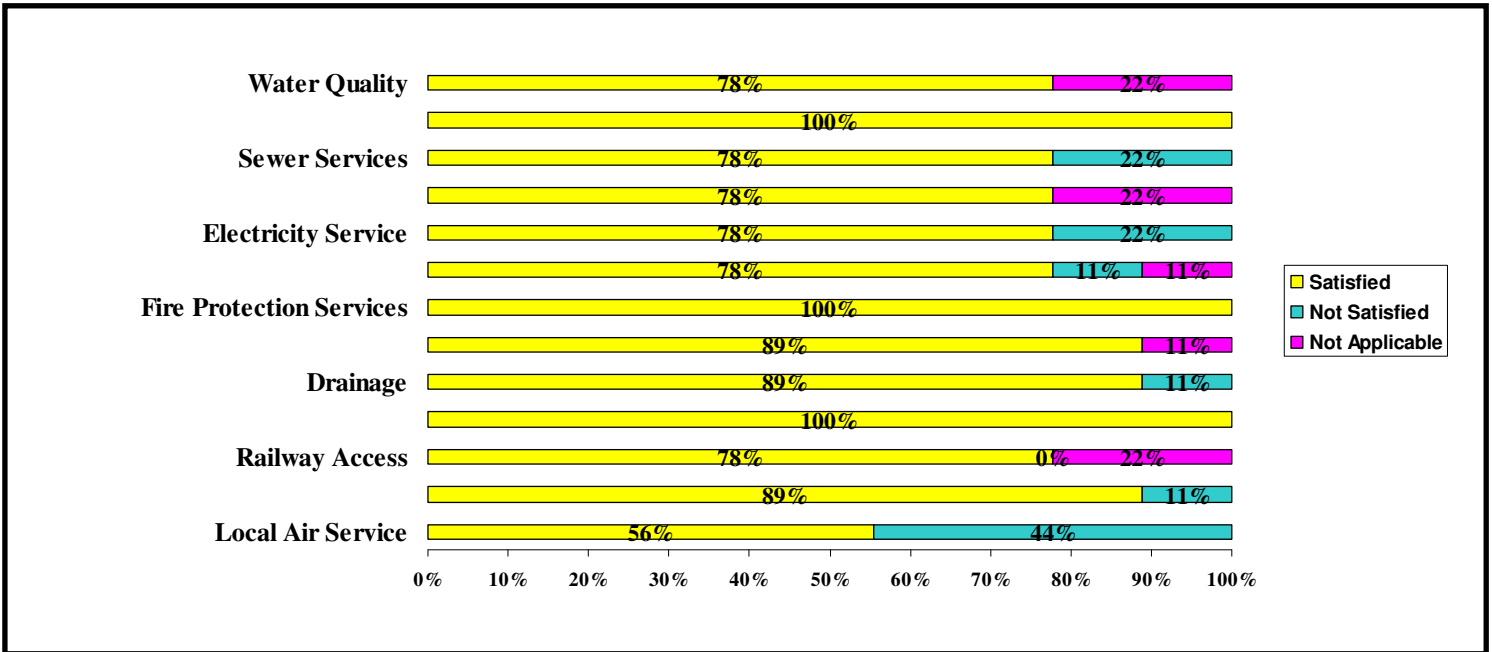


*Totals may exceed 100% due to reporting of multiple factors

ECONOMIC DEVELOPMENT

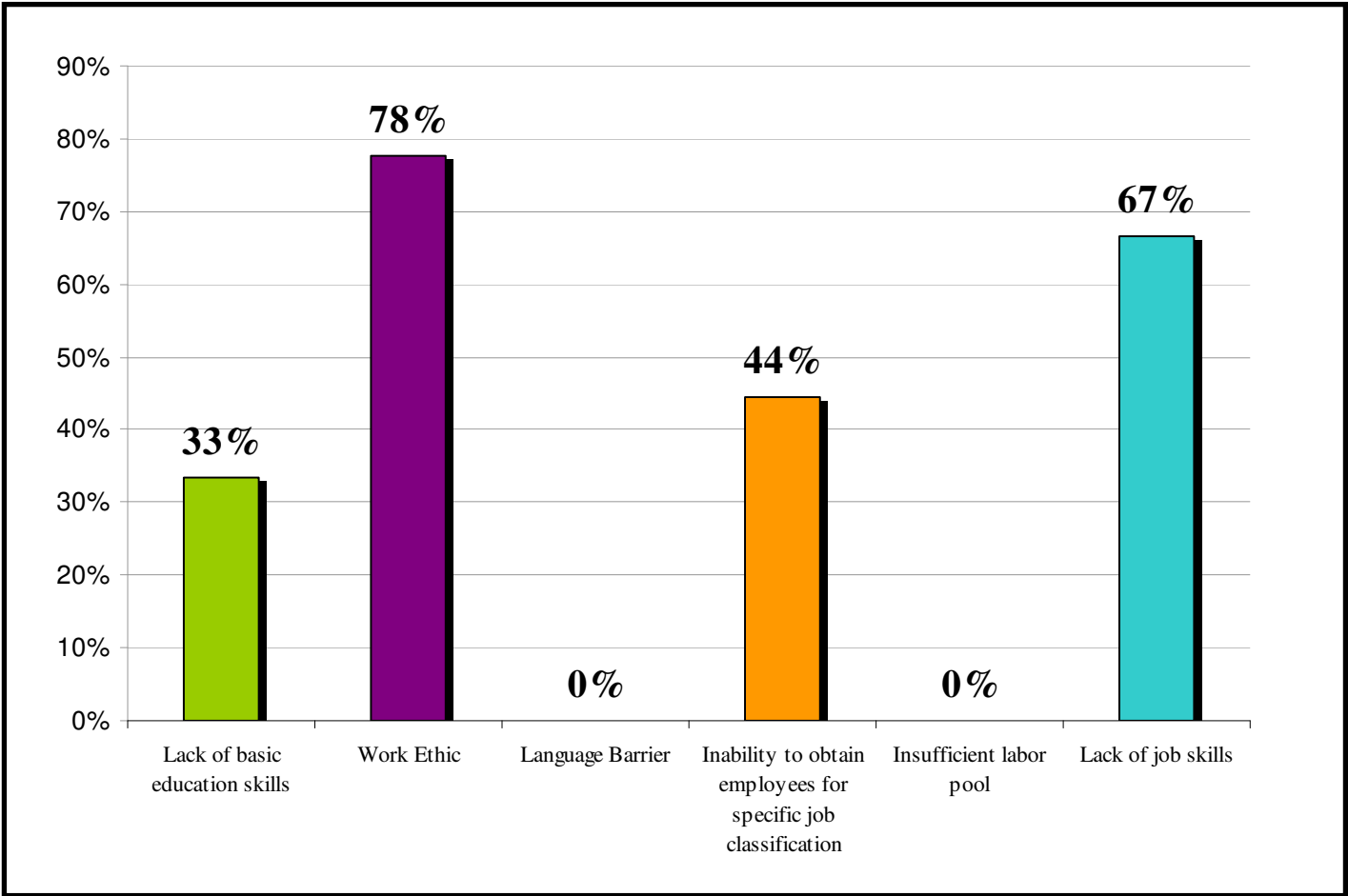
COMMUNITY	
100%	Valdosta-Lowndes County is an excellent or good place to do business
0%	Valdosta-Lowndes County is a fair or poor place to do business
STATE	
78%	Georgia is an excellent or good place to do business
22%	Valdosta-Lowndes County is a fair or poor place to do business

SATISFACTION WITH LOCAL SERVICES AND INSTITUTIONS



Firms were asked whether they were satisfied with a number of different local services and institutions. The Chamber, in cooperation with local government officials, must work to address specific problems identified by surveyed businesses.

WORKFORCE NEEDS



This graph depicts the percentage of firms that reported specific problems related to workforce needs. When were asked whether there was difficulty obtaining qualified employees and to identify the possible cause for the difficulty **78%** indicated problems related to workforce needs.

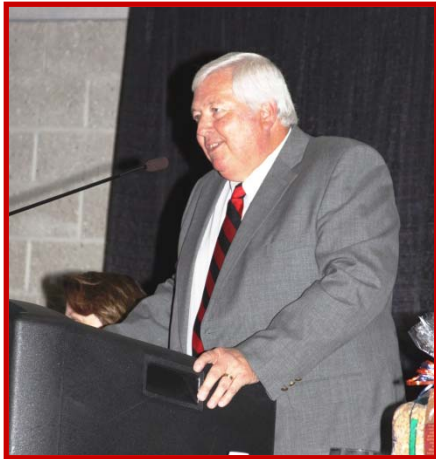
2011

World Class Employee Recognition

8th Annual World Class Recognition Breakfast

Recognizing and rewarding excellent work ethic in the Valdosta-Lowndes workforce

- **17** World Class Nominees
- **4** Winners Awarded **\$2500+**



FIRST STATE BANK
AND TRUST CO.

a division of Synovus Bank,
Member FDIC

Bill Cowart, President
PRESENTING SPONSOR



2011 WCER Winners: **Brittney Benjamin** (Courtyard by Marriott), **April Hall** (Regal Marine), **Heather Evans** (Goodwill Career Center) and **Shannon Pollock** (Wiregrass Georgia Technical College)

SINCE 2004:

- **172** World Class Nominees honored
- **\$30,000+** in cash and prizes awarded

Record Attendance of **276+**



Community Development Division



Paul Nichols
(Vice Chairman)

Chairman's Report



Tom Gooding
(Chairman of the Board)

President's Report



Myrna Ballard
(President)

**VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE**

Leading Businesses.
Leading Communities.™



Next Meeting Date:

Tuesday, December 13, 2011

12 – 1:30 p.m.

@ Colquitt EMC

Meeting Adjourned